



ITALY

MEDIA LANDSCAPE

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Country Overview

ITALY IS THE WORLD'S NINTH BIGGEST ECONOMY

Overview of Italy



CAPITAL
Rome

REGION
Europe

GDP PER CAPITA, PPP
\$45,723

GDP
\$2.00 trillion

POPULATION
60,297,396

AREA
301,340 SQ.KM

The country's historical cities, world-renowned cuisine and geographic beauty make it a popular destination for more than 40 million tourists each year.

About 80 percent of Italy's population is Christian, with most people identifying as Roman Catholic. But about 20 percent of people claim to be atheist or agnostic.

Italy's main exports are machinery and transport equipment, chemicals, apparel and wine.

Media Consumption Overview

THE MEDIA ENVIRONMENT IS GENERALLY FREE AND PRESS FREEDOM IS PROTECTED BY THE CONSTITUTION

Number of hours and minutes per day
typically devoted to the following:

	LINEAR TV	RADIO	PRINT PRESS	CONSOLES
Argentina	02:20	01:24	00:28	00:48
Australia	02:16	01:09	00:24	00:39
Austria	01:53	01:44	00:32	00:26
Belgium	02:15	01:47	00:30	00:33
Brazil	02:28	01:04	00:39	01:03
Canada	02:15	01:14	00:27	00:45
China	01:21	00:46	00:58	01:04
Colombia	02:19	01:17	00:34	00:51
Denmark	02:05	01:24	00:47	00:45
Egypt	01:50	00:46	00:43	01:04
France	02:31	01:00	00:22	00:38
Germany	02:16	01:32	00:30	00:34
Global	01:55	00:54	00:43	01:00
Hong Kong	01:43	00:45	00:38	00:54
India	01:39	00:42	00:48	01:10
Indonesia	02:04	00:42	00:42	01:19
Ireland	01:59	01:14	00:26	00:40
Italy	02:16	01:12	00:36	00:40
Japan	02:12	00:28	00:19	00:23
Malaysia	01:50	01:06	00:42	01:05
Mexico	01:58	00:58	00:31	01:06



Digital is consumed for 4
hours 37 minutes on an
average in a day



Widely consumed
traditional medium.



Radio is the second most
frequently used traditional
media after television.

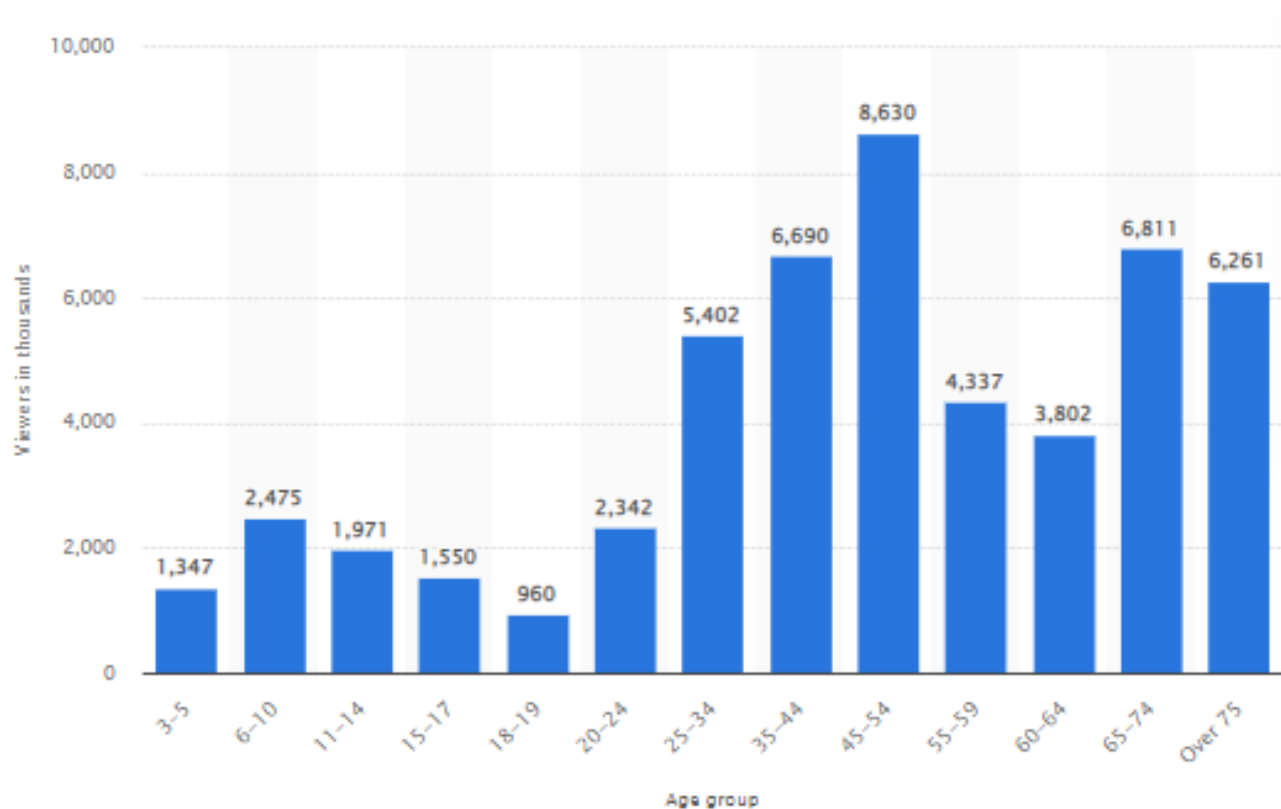


Print has a loyal
readership amongst
middle aged people.

TV Consumption

ITALY SAW 53.2 MILLION TV VIEWERS IN 2020

Number of individuals watching TV in Italy in 2021, by age



- Mediaset dominate the TV market and is a potentially powerful political tool, especially as 80% of the population is said to rely on TV for daily news.
- Italy TV audience is not particularly young. Most individuals watching TV in Italy were aged between 45 and 54.
- Whereas people aged between 18 and 19 represented the smallest group.

TV Consumption

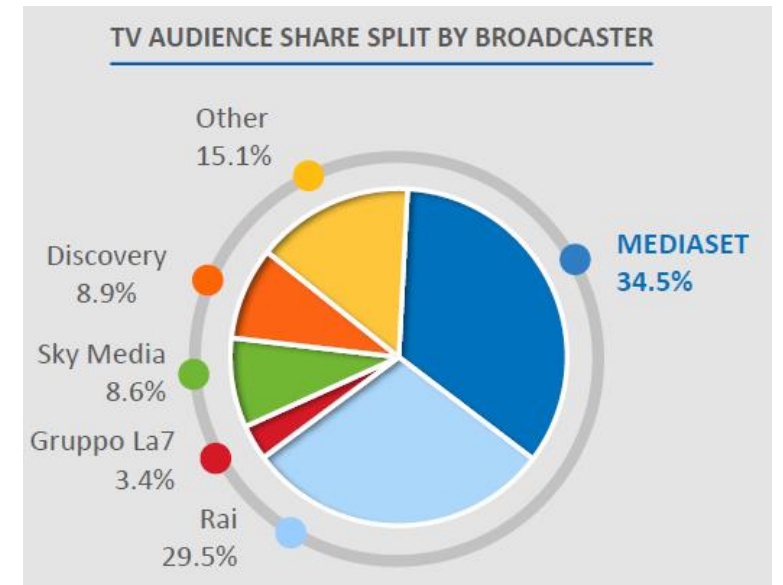
TOP TV BROADCASTER



Mediaset S.p.A., also known as Gruppo Mediaset in Italian, is an Italian-based mass media company which is the largest commercial broadcaster in the country. The Group's core business is generalist commercial TV. It operates three free-to-air TV channels in Italy; Canale 5, Italia 1 and Retequattro.



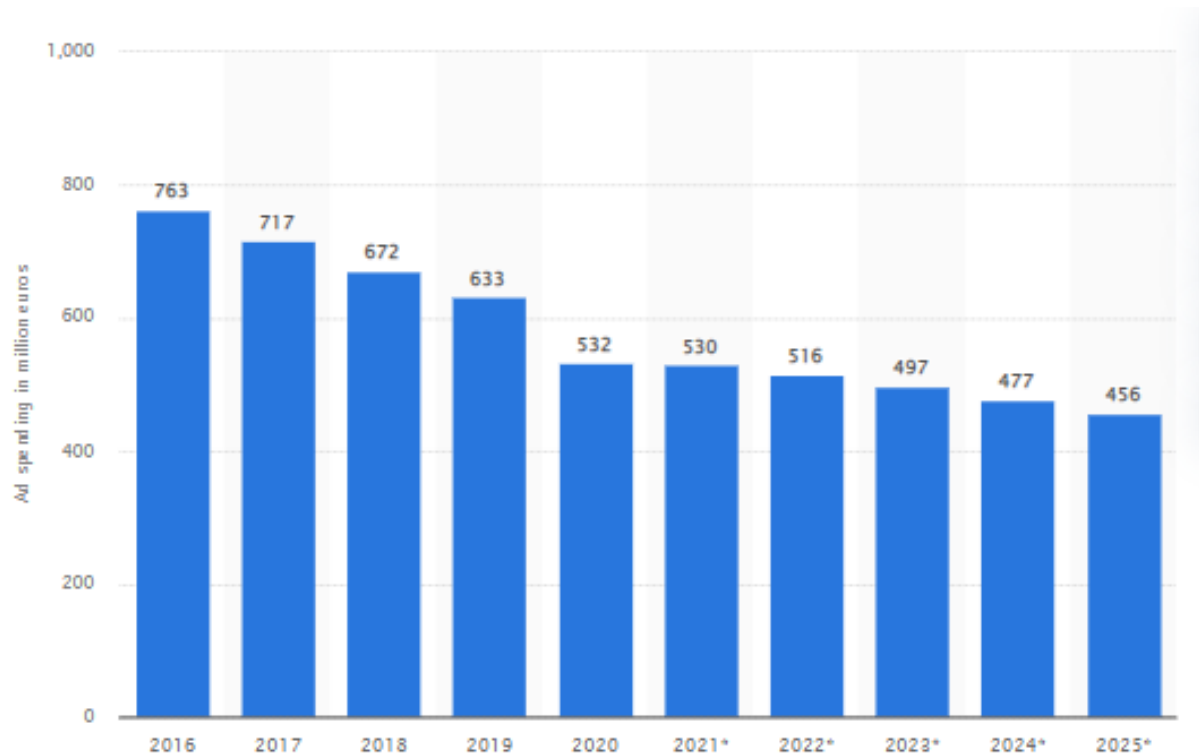
La7 is an Italian free-to-air television channel owned by Cairo Communication. It is a Generalist TV channel aimed at a very broad target.



Print Consumption

PRINT MEDIA IS IN DECLINE DUE TO YOUNGER AUDIENCE READING NEWS ONLINE

Newspaper Advertising Spending In Italy From 2016 To 2025

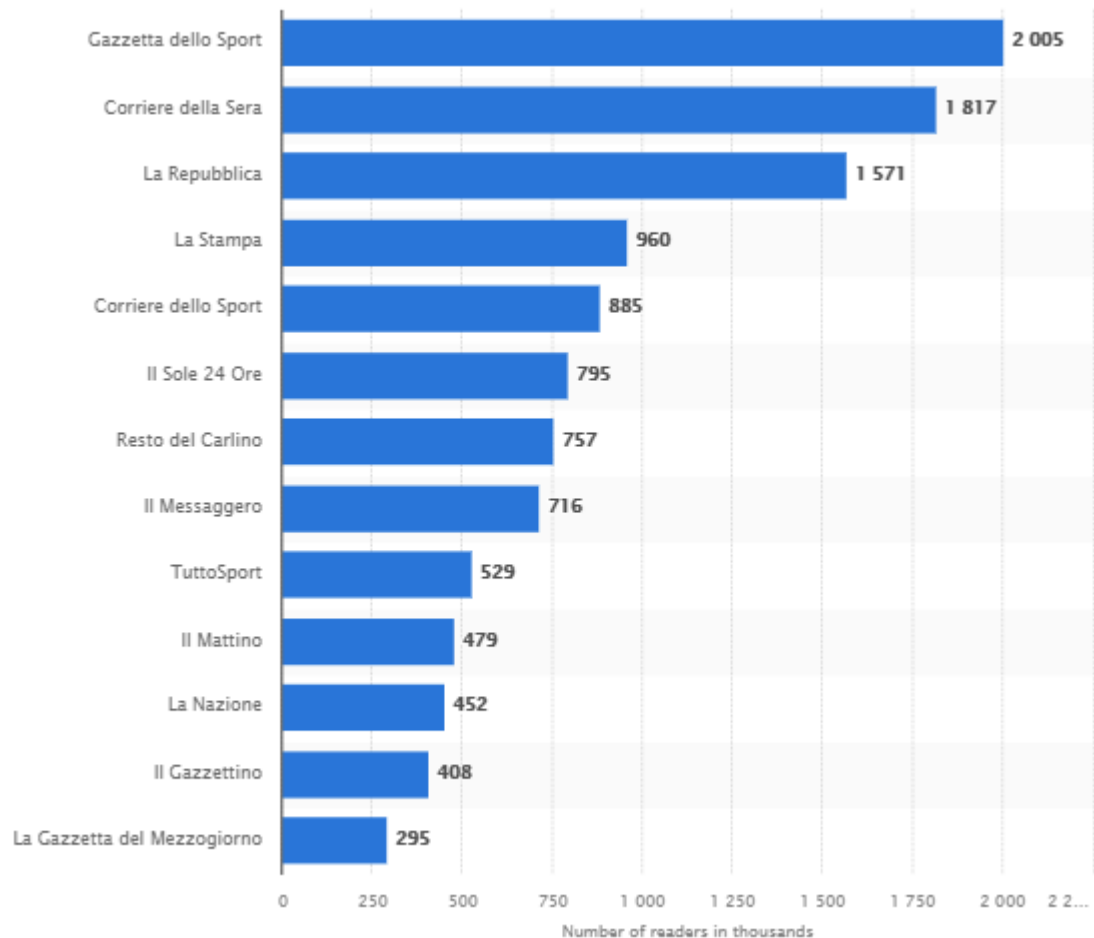


- The greatest number of individuals reading newspapers at least once a week were aged between 45 and 64 years old (about 7.6 million readers)
- The Italian press is highly regionalized, reflecting Italy's strongly regional history and character.
- Milan is home to many newspapers and magazines.

Print Consumption

TOP NEWSPAPER TITLES

Most read newspapers in Italy in 2021, by readership



- In Italy, between February 2020 and January 2021, the most read newspaper Gazzetta dello Sport had two million readers.
- Corriere della Sera had two million readers, while La Repubblica had 1.8 million readers.

Print Consumption

TOP NEWSPAPER TITLES



La Gazzetta dello Sport
Daily Circulation: 375,000

La Gazzetta dello Sport is an Italian daily newspaper dedicated to coverage of various sports. Founded in 1896, it is the most widely read daily newspaper of any kind in Italy.



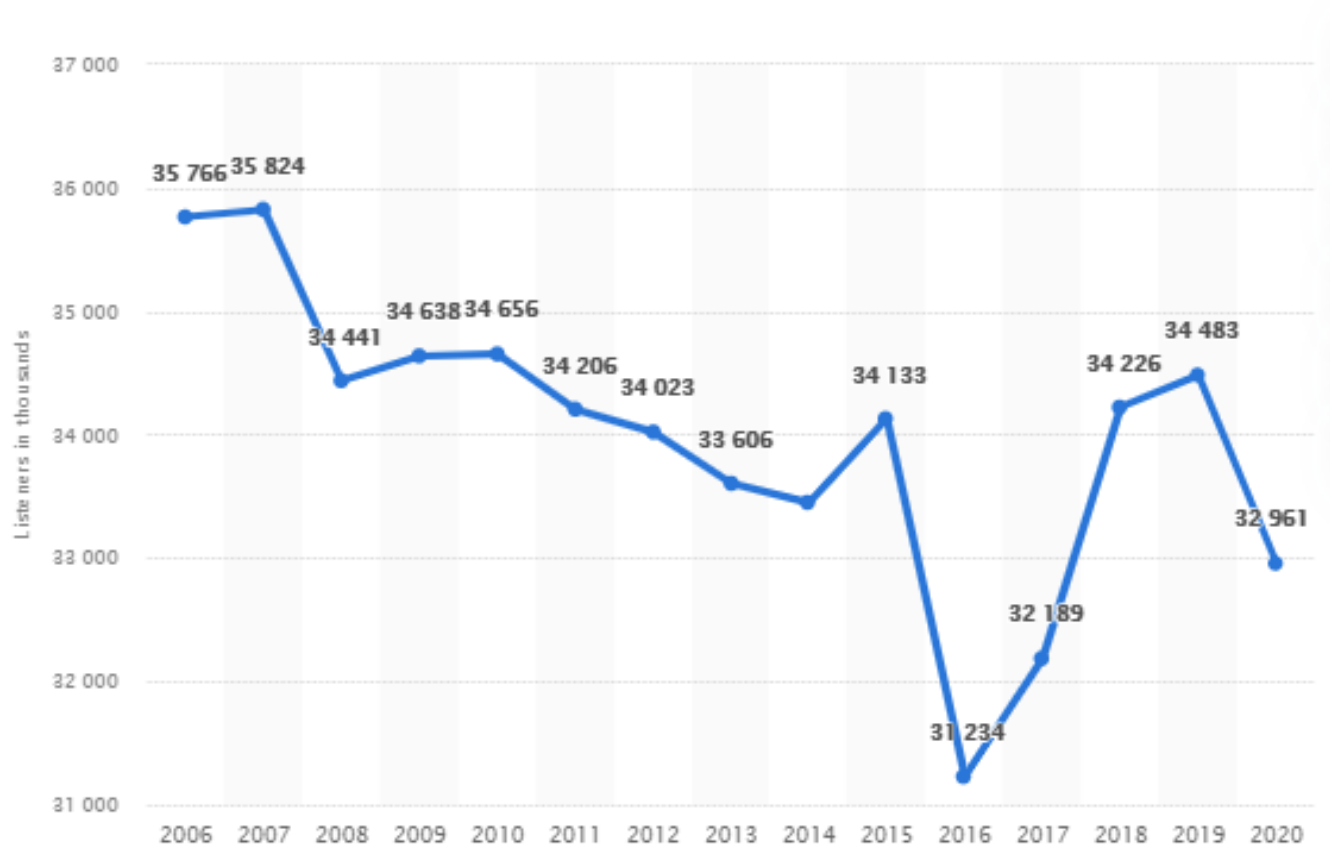
Corriere della Sera
Daily Circulation: 280,000

The Corriere della Sera is an Italian daily newspaper published in Milan. It is one of Italy's leading newspapers, in terms of both circulation and influence, noted for its foreign coverage and its independence.

Radio Consumption

AROUND 2,500 COMMERCIAL RADIO STATIONS BROADCAST IN ITALY

Number of radio listeners in Italy from 2006 to 2020

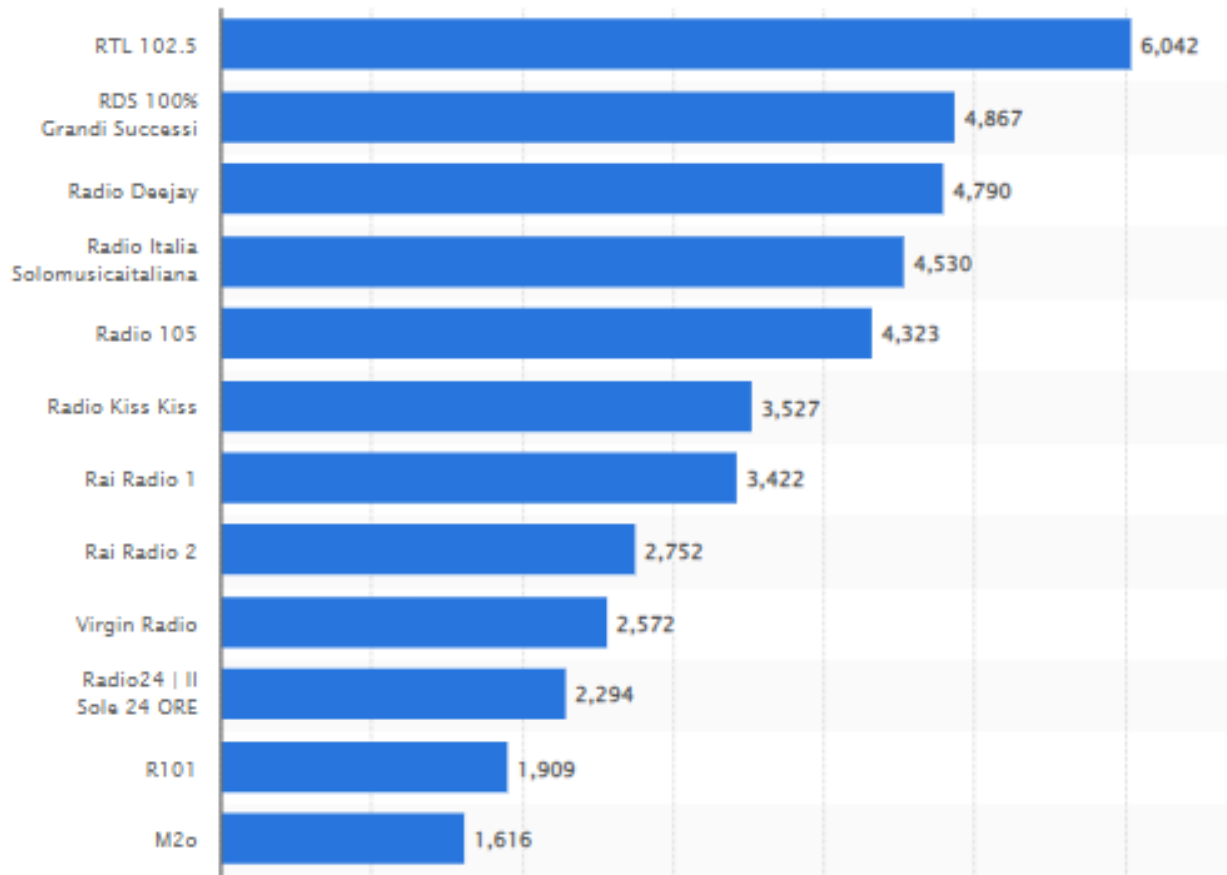


- Radio listeners in 2020 amounted to nearly 33 million individuals. This is a slight decrease from the approximately 34 million listeners in 2019.
- Overall radio consumption in Italy has been mostly steady since 2011, except for the 2016 dip.

Radio Consumption

TOP RADIO STATIONS

Leading Radio Stations In Italy In 1st Half 2022, By Average Number Of Daily Listeners



- RTL 102.500 stands out with 6,042 of daily listeners, followed by RDS and Radio DeeJay

Radio Consumption

TOP RADIO STATIONS



Radio Italia Solo Musica Italiana
Frequency: 91.4

Radio Italia Solo Musica Italiana is an Italian music radio station based in Cologno Monzese, Italy, entirely devoted to Easy listening Italian music.



Rai Radio 2
Frequency: 91.7 FM

Rai Radio 2 is an Italian radio channel operated by the state-owned public-broadcasting organization RAI and specializes in talk programmes and popular music.



Virgin Radio
Frequency: 98.7 FM

Virgin Radio is a music-based Italian radio station. It is owned by Mediaset and the programmes consist of rock music.



RTL 102.5
Frequency: 92. FM

RTL 102.5 is a private Italian radio station which uses contemporary hit radio and broadcasts greatest hits only.

Digital Consumption

THE NUMBER OF INTERNET USERS IN ITALY INCREASED BY 1.1 MILLION BETWEEN 2020 AND 2021



Digital Consumption

ITALIANS SPEND MOST OF THEIR TIME ON YOUTUBE PER VISIT

JAN
2021

TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



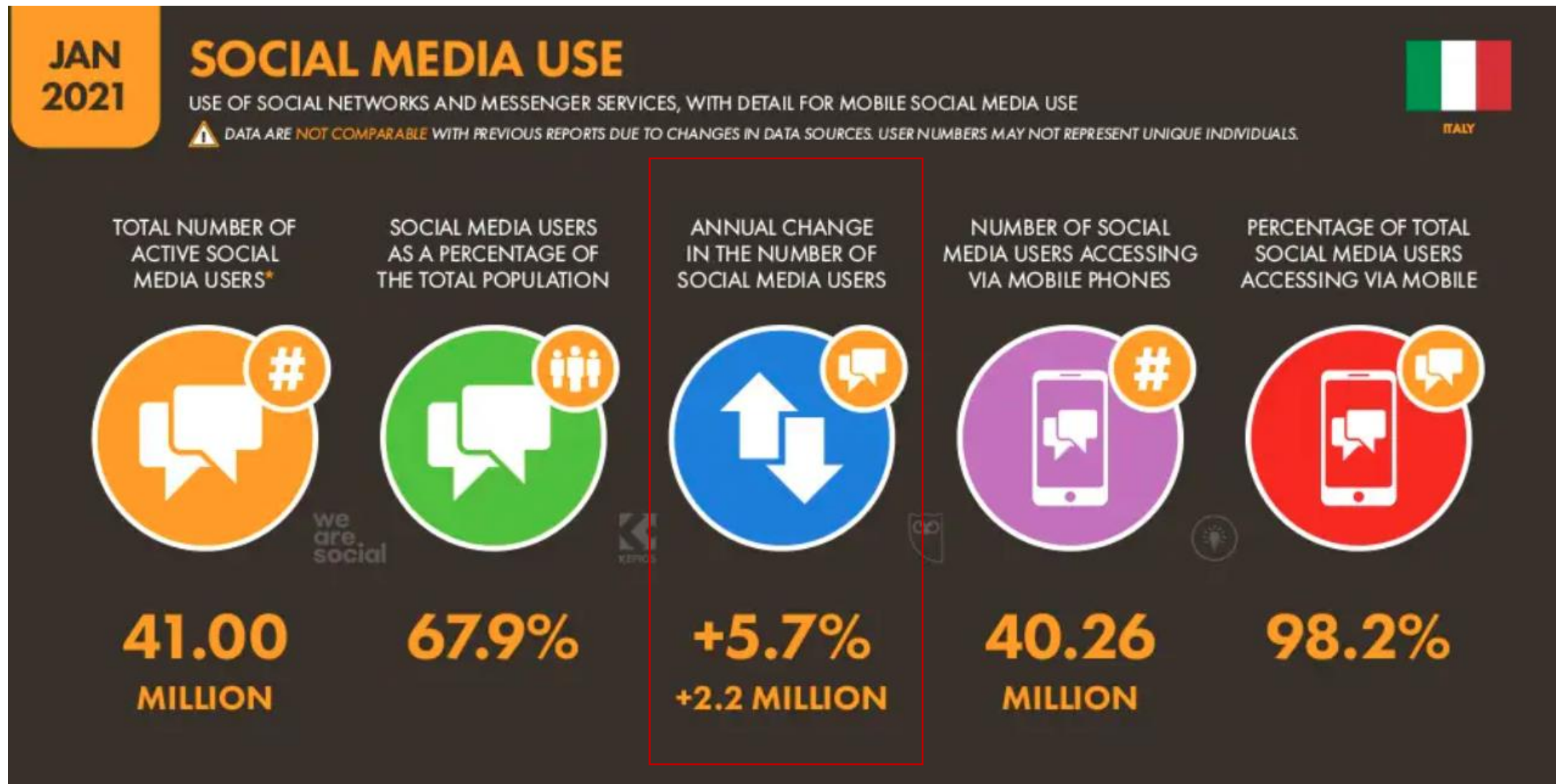
ITALY

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	2.07B	60.1M	11M 05S	8.6
02	FACEBOOK.COM	690M	51.1M	8M 54S	7.0
03	YOUTUBE.COM	537M	37.1M	18M 53S	10.6
04	GOOGLE.IT	323M	24.1M	8M 21S	11.3
05	AMAZON.IT	232M	36.5M	8M 07S	10.3
06	WIKIPEDIA.ORG	214M	33.2M	3M 56S	3.1
07	REPUBBLICA.IT	155M	25.5M	9M 04S	3.8
08	INSTAGRAM.COM	123M	21.8M	6M 52S	9.0
09	CORRIERE.IT	109M	23.7M	7M 05S	3.6
10	MEDIASET.IT	96.6M	19.3M	5M 44S	2.9

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	PORNHUB.COM	93.9M	11.7M	8M 38S	6.7
12	EBAY.IT	79.4M	19.8M	6M 54S	8.0
13	WHATSAPP.COM	78.9M	10.9M	3M 03S	1.5
14	ILMETEO.IT	76.7M	15.7M	5M 34S	3.3
15	XNXX.COM	76.1M	8.57M	9M 44S	11.3
16	ANSA.IT	74.9M	15.6M	6M 18S	2.9
17	LIBERO.IT	69.0M	10.3M	8M 38S	8.8
18	GIALLOZAFFERANO.IT	66.5M	19.1M	2M 58S	2.1
19	TWITTER.COM	61.8M	14.9M	8M 39S	9.2
20	YAHOO.COM	58.3M	14.1M	5M 49S	4.8

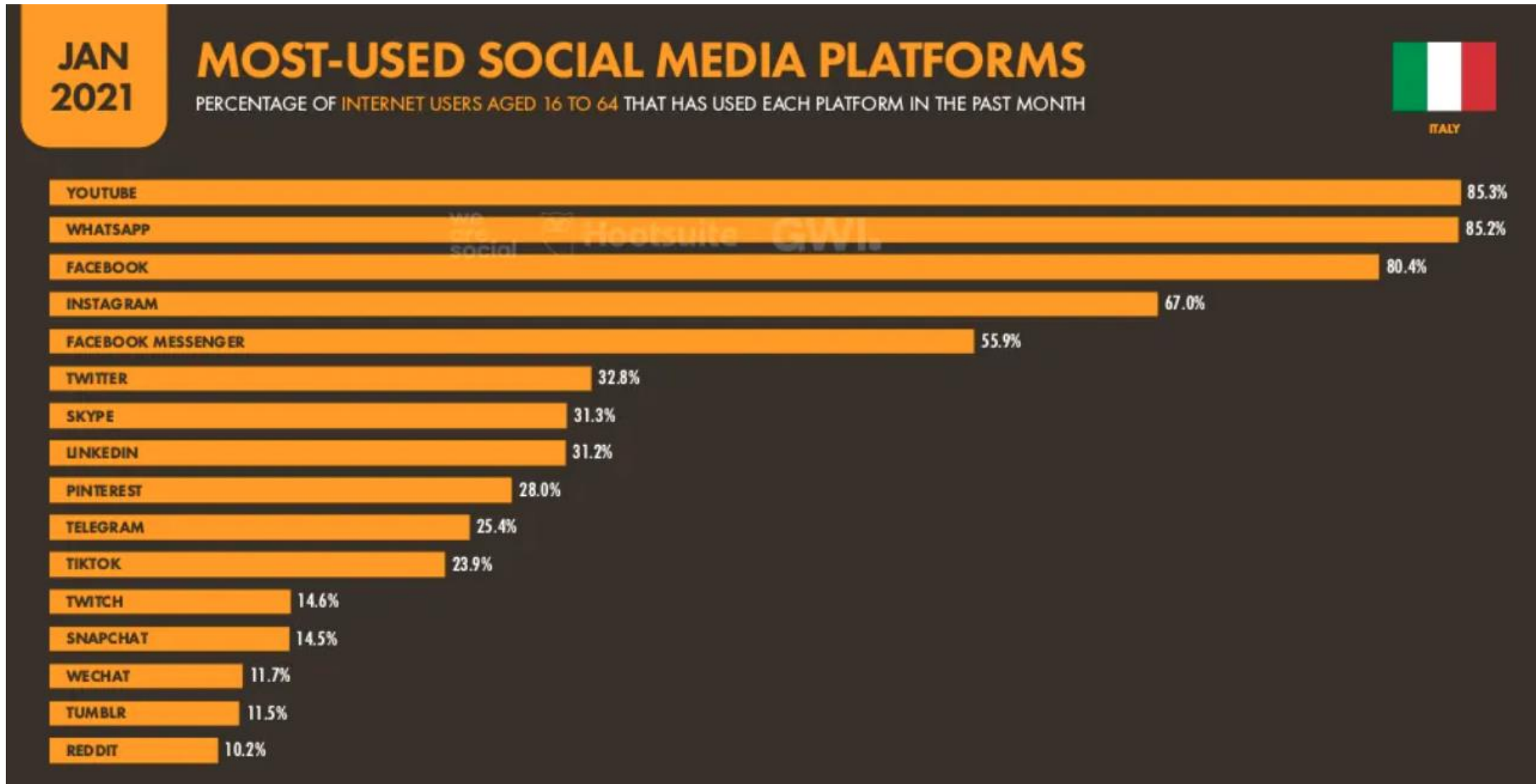
Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS IN ITALY INCREASED BY 2.2 MILLION BETWEEN 2020 AND 2021



Digital Consumption

YOUTUBE, FOLLOWED BY WHATSAPP WERE THE MOST CONSUMED SOCIAL MEDIA PLATFORMS



Outdoor Sites

TRANSIT: ROME UNDERGROUND

**Name**

Rome underground

City

Rome

Format

Static

Screens

200

Outdoor Sites

TRANSIT: BUS SHELTERS

**Name**

City center network

City

Rome

Location

City Centre

Format

Static

Screens

395

Outdoor Sites

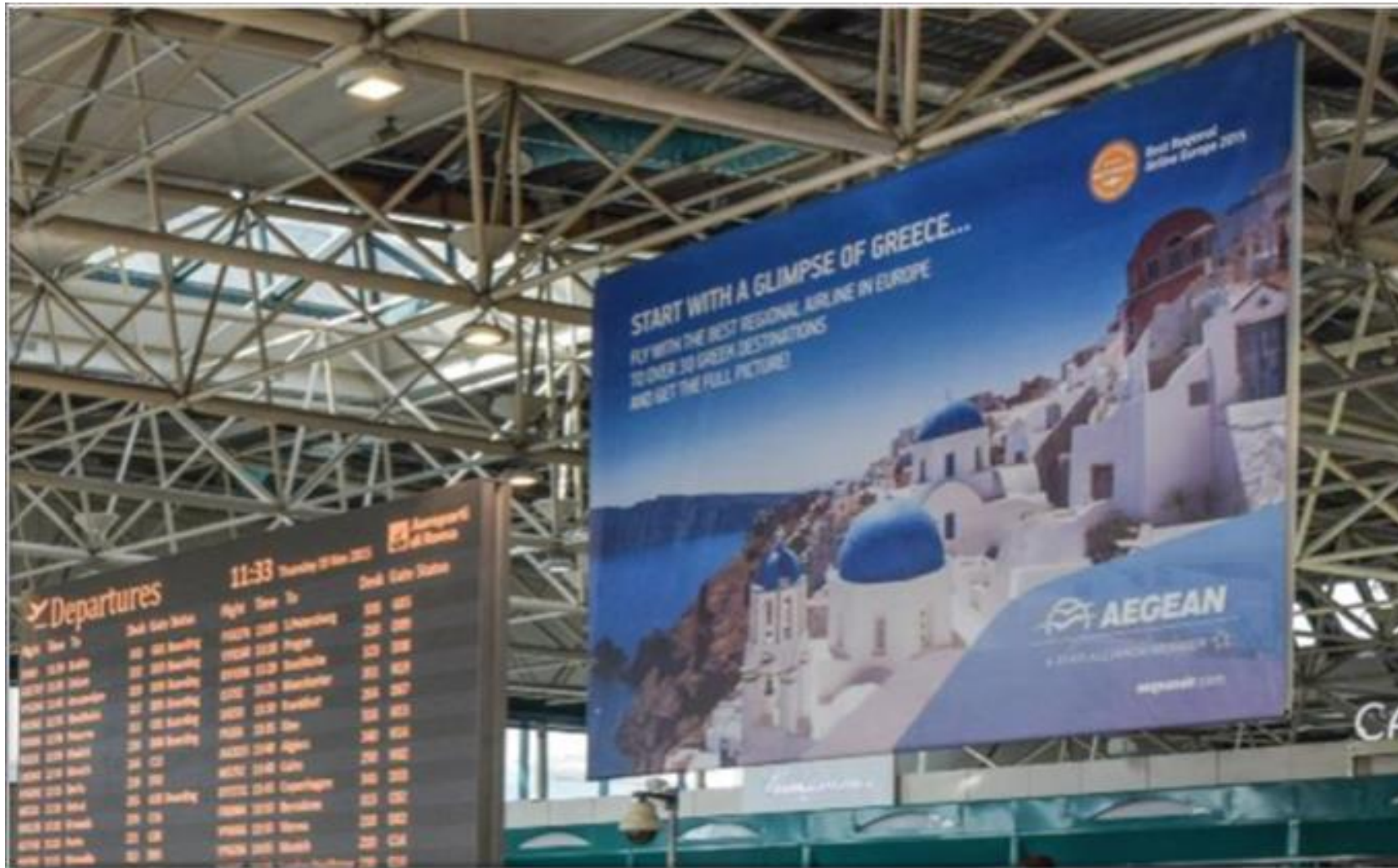
TRANSIT: BUS & TRAM



In a city bustling with tourists and locals always on the move, advertising becomes imperative but harder to notice. Advertising on bus networks ensures your brand finds its way into the daily lives of audiences and penetrates every nook and corner of the city.

Outdoor Sites

AIRPORT SITES



City

Rome

Location

T3 departures

Format

Static

Size

8 x 4.5 m

Outdoor Sites

AIRPORT SITES

**City**

Rome

Location

T3 departures

Format

Static

Size

8 x 4.5 m

Screens

2

Let's Discuss

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